



X

# "The Man I Love"

IS AN  
ATTRACTION  
YOU'LL LOVE  
TO PROMOTE



*Tell 'em about the stars:*

**IDA LUPINO  
ROBERT ALDA  
ANDREA KING  
BRUCE BENNETT**



*Tell 'em about the music:*

- ♪ "THE MAN I LOVE"
- ♪ "WHY WAS I BORN"
- ♪ "BODY AND SOUL"
- ♪ "IF I COULD BE WITH YOU"
- ♪ "JUST MY BILL"

**ALL HITS!!!**

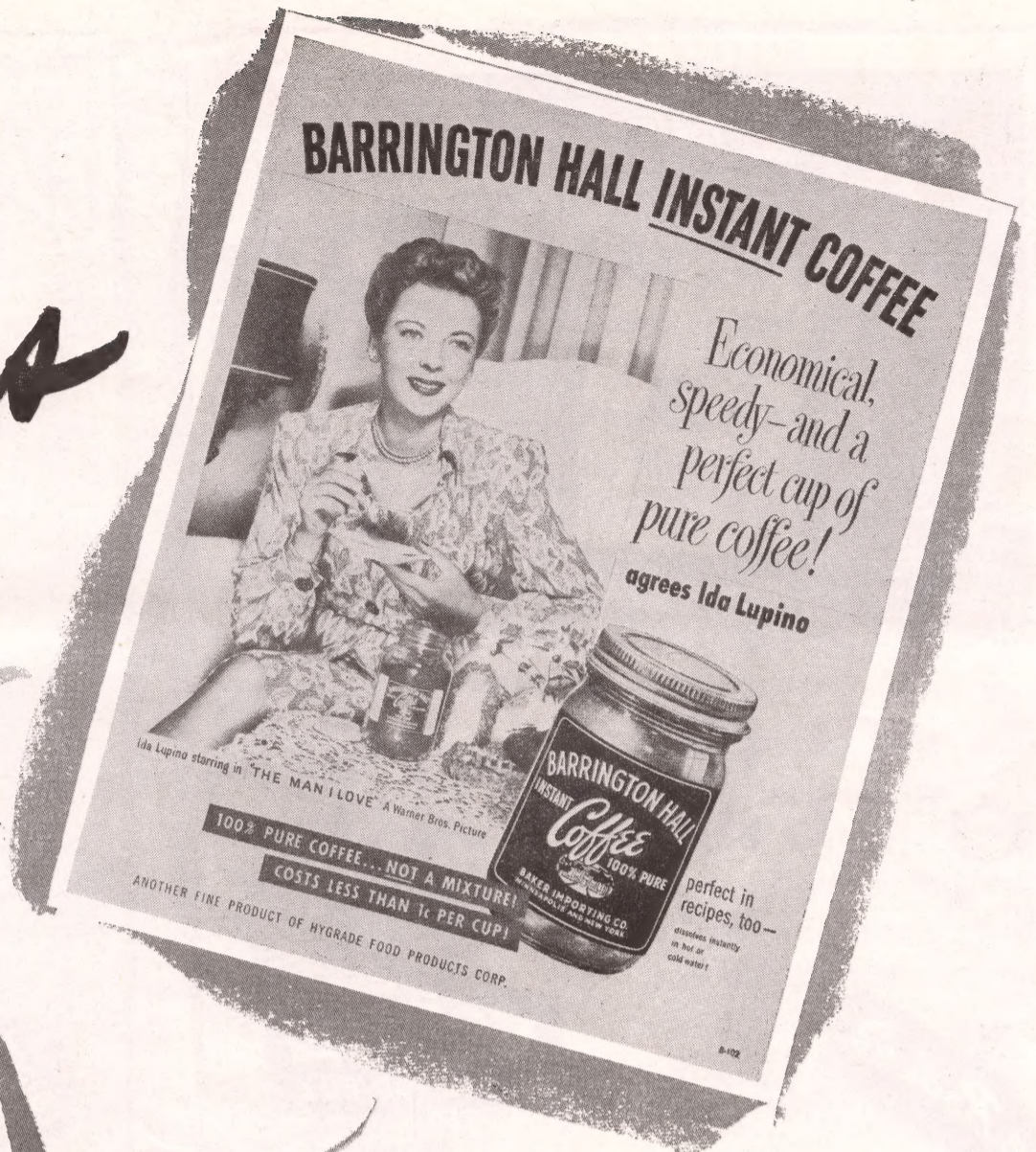
*Tell 'em about the title:*

**"The Man I Love"**



# National Promotions

**BARRINGTON HALL COFFEE** stars Ida Lupino → and credits the film in 2 ads (600-lines, right; 400-lines, not illustrated), timed to break with the picture's general release, in 60 leading newspapers.



**BEN BRODY BAGS**—Here's the full-page ad, featuring Andrea King, that told the fashion industry, via *Women's Reporter*, *California Stylist*, *Fashion Accessories* and *Luggage & Leather Goods*, all about "The Man I Love."

For additional proofs of all ads on this page, for use in local outlets in connection with counter and/or window displays, write as follows:

**BARRINGTON HALL COFFEE:** To Mr. Maxwell Dane, Maxwell Dane Agency, 13 West 57th Street, New York, N. Y.

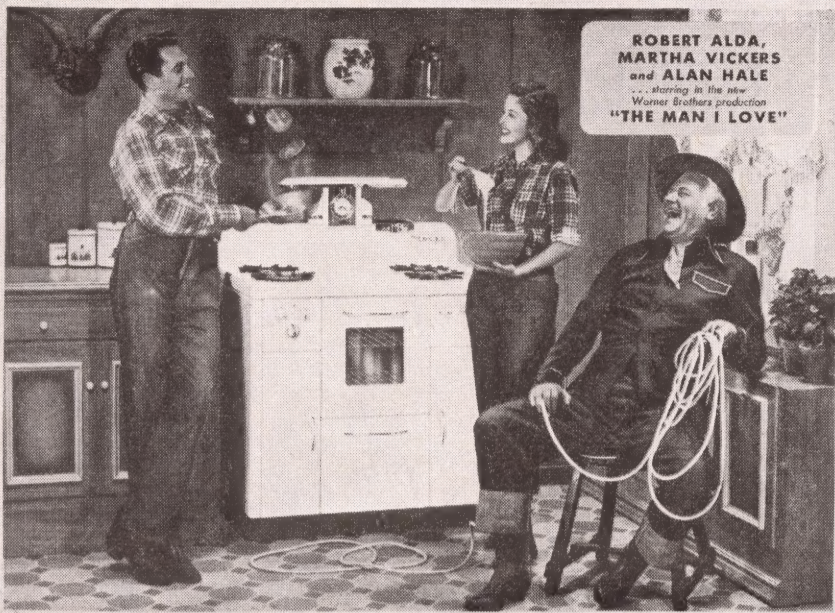
**CALIFORNIA AUTHENTICS:** To Mr. Robert Bernstein, Bernstein Bros. Textiles, 309 East Eighth Street, Los Angeles, Calif.

**BEN BRODY BAGS:** To Mr. Ben Brody, 3908 Wilshire Blvd., Los Angeles, Calif.

**CALIFORNIA AUTHENTICS**—Martha Vickers and "The Man I Love" share the spotlight in this attractive full-page, 4-color ad which ran in *Town & Country*.



... and more



ROBERT ALDA,  
MARTHA VICKERS  
and ALAN HALE  
...starring in the new  
Warner Brothers production  
"THE MAN I LOVE"

**AT HOME ON THE RANGE...**

Possession of this exciting new divided top gas range will let you make... give you the best cooking... with less gas... Here are some of the engineering... its amazing efficiency:

- BIG CENTER OVEN** has plenty of room for a large turkey, six layers of bread or four layers of ribs. Contents of oven may be inspected through glass window... no need to open door and lose heat.
- DROP-FRONT, ROLL-OUT BROILER** adjustable for height, has flat-bottom grill that prevents fat from dripping... no splatters, no fumes, no soot.
- SPUN FIBERGLAS INSULATION** in an extra thick blanket completely wraps both oven and broiler. An extra light on top of the oven prevents the work-surface above from becoming hot.
- TWO UTILITY COMPARTMENTS**, each divided into two storage areas, provide a handy place for those oft-needed pans and pots.
- ACCURATE CONTROLS** are the only ones... the oven heat control system takes the gas-valve out of operation when burner lights, stops when burner and dial have cooled... it will be the only advantage... to see the new Norge gas ranges... as well as the other new Norge home field appliances... to find your nearest dealer... under the Norge name in your classified telephone directory. The best dealers in town sell Norge.

A BORG-WARNER INDUSTRY

Norge is the trademark of... Division, Borg-Warner Corporation, Detroit 26, Michigan  
In Canada... Industries, Limited, Toronto, Ontario

SEE  
**NORGE**  
BEFORE YOU BUY

**1** Norge Products



Worn by  
ANDREA KING,  
featured in  
"THE MAN I LOVE,"  
a Warner Bros.  
production

A "Lee" CREATION... EXCELLENCE IN THE ART OF CONCEALING AND REVEALING  
AT LEADING... THERE. WRITE FOR NAME OF NEAREST ONE



**2** Lee Swim Suits

**HOLLYWOOD PHOTO FLASHES**

IDA LUPINO — ANOTHER HOLLYWOOD SAILING ENTHUSIAST



Ida Lupino joins the Errol Flynns, the Humphrey Bogarts and many other Hollywood people in what is fast becoming one of America's most popular outdoor sports — sailing. Ida is taking a short weekend away from her work in Warner Bros.' production, "THE MAN I LOVE".



PREFERRED BY THOUSANDS!  
**YOUR BRAND**  
Delicious ICE CREAM

**3** Hollywood Photo Flashes

**1** **NORGE PRODUCTS**—Robert Alda, Martha Vickers, Alan Hale and "The Man I Love" are prominently featured in this full-page, 4-color ad scheduled to appear simultaneously with the film's release in the following national magazines with a combined circulation of more than 16,000,000: *Collier's*, *Household*, *Ladies' Home Journal*, *American Home*, *Good Housekeeping* and *Farm Journal*. For local dealer information and/or additional ad proofs, write to:

Mr. Winn Case  
Campbell-Ewald Agency  
General Motors Bldg.  
Detroit, Mich.

**2** **LEE SWIM SUITS'** attractive full-page, 4-color ad appeared in *Personal Romances*. Featuring Andrea King and crediting the picture, the ad is available for local window and/or counter displays in local Lee Swim Suit outlets. For further information and/or proofs, write to:

Mr. Francis Marquis  
Hicks Advertising Agency  
580 Fifth Avenue  
New York, N. Y.

**3** **HOLLYWOOD PHOTO FLASHES** — This new weekly window display service poster in 2-colors (shown here in reduced size; its actual size is 12"x18") stars Ida Lupino and credits "The Man I Love." The service is sold on an exclusive product-territory basis. For information concerning local subscribers, write direct to:

Lee Howard Advertising Co., Inc.  
150 Broadway  
New York 7, N. Y.

## 5 Hit Tunes Sound Keynote For Music Campaign

Ida Lupino sings — and how she sings! An exciting “first” for the erstwhile dramatic queen — in “The Man I Love.” And as a challenge to her topnotch torchy rendition, there are many re-sounding favorites on hand, to wit: “The Man I Love,” “Why Was I Born?”, “Just My Bill,” “Body And Soul” (all vocalized by Ida) plus “If I Could Be With You” and many others. Follow through with special song and still displays in windows, lobby, and music stores and with song plugs over the air on musical programs and for station breaks.



WHEN PERFORMING THIS COMPOSITION KINDLY GIVE ALL PROGRAM CREDITS TO  
HARMS INC., NEW YORK, N.Y.  
PRINTED IN U.S.A.

*Plus . . .*

### This Big Extra Angle!

It's been said all good Americans write at least one song a lifetime, an observation that can be practically translated into fact if you sponsor a local song-writing contest, giving the would-be Gershwins a head start by supplying the title — “The Girl I Love.”

#### HERE'S HOW IT WORKS:

Announce “The Girl I Love” Song Contest through your local newspaper columns two to three weeks prior to your opening.

To accompany your announcement, prepare a feature layout combining scenes from “The Man I Love” (out of your branch set), the title sheet of the film's title song, (see above) and a blow-up of the specially prepared Song Contest title sheet illustrated here (left). Appoint a board of judges composed of local bigwigs in the entertainment field (band leaders, singers, columnists, radio directors, etc. to pick the winning song. Introduce the winning song from your stage on opening night and award the winner with merchant-promoted record albums plus arranged-for airing of the song in nightclubs and on the air. Award runners-up with guest seats for your playdate. Your onstage prize presentation makes an added news-feature story for next day's edition and will also create extra lobby interest as a separate display if used in connection with the recording set-up suggested on page 9 of this press-book.



**NOTE!** Specify that the winning song will be chosen on the basis of excellence and originality of both words and music, the purpose being not to uncover parodies but to find a good original song.

A specially prepared newspaper feature story, designed to introduce the Song Contest locally, is available upon request. ORDER “652” Song Contest Feature Story from Warner Bros.’ Campaign Plan Editor, 321 W. 44th St., New York 18, N. Y.



# NEWSPAPER CAMPAIGN

## 5-DAY MEMORY CONTEST—A REALLY 'LOVE'-LY ONE



*I loved him with blind devotion until he opened my eyes by ruining my daughter's chance for happiness. Joan Crawford says, "The Man I Love" is:*

- Dane Clark in "The Very Thought Of You"
- Zachary Scott in "Mildred Pierce"
- Robert Hutton in "Too Young To Know"

1st Day

### Plus The Featurewise Side Of The Story . . .

For Sunday supplements or amusement pages, prepare a newspaper feature layout by cutting off the "Contest" heading on all the mats, and adding scene stills from your branch set. The copy used in the Contest Newspaper Lead Story (right) is easily adapted as your newspaper feature story if you simply delete all references to the "Contest" angle.

#### ANSWERS

- 1st Day—Zachary Scott in "Mildred Pierce"
- 2nd Day—Glenn Ford in "A Stolen Life"
- 3rd Day—George Brent in "My Reputation"
- 4th Day—Robert Alda in "Rhapsody In Blue"
- 5th Day—Humphrey Bogart in "Casablanca"

ORDER "652" Contest Mat No. 501X, from Warner Bros.' Campaign Plan Editor, 321 West 44th St., New York 18, New York.

Start your campaign rolling early with this newspaper contest which plugs the title and sells the film's heavy romantic appeal. Contest should run one to two weeks in advance of your opening. Offer 25 pairs of guest seats to the winners. Here's your newspaper lead story:

### Practical Or Romantic? Find Out Now And Win Free Seats For 'The Man I Love'

Are you the practical, rugged type of he-man who gets tongue-tied every time you try to tell your sweetheart how much you love her? Or are you a romantic sentimentalist who can remember the day you met and who likes to hold hands in public? Actually, most of us would like to be a happy combination of both — a state we could probably achieve with little enough effort if we knew, first, which trait was stronger in us—the practical or the romantic.

Today, this newspaper gives you the chance to find out just how romantic (or non-romantic) you are—in a way that adds up to fun, plus an opportunity to win free seats for Warner Bros.' great new picture, "The Man I Love," which stars Ida Lupino, Robert Alda, Andrea King and Bruce Bennett and opens . . . . at the Strand Theatre. Here's how:

Beginning today, and every day for the next four days, this newspaper will print a scene from five different Warner Bros. hits, all of which are memorable for the intense romantic situations they depicted. In each case you are told who the feminine star is, something about her romance, and something about the man she loves. But in every case, the man's face is featureless and it's up to you to guess what film the scene is from and the name of the star who portrays the man she loves.

You qualify as a romanticist if, in the manner of the popular saying, your heart "remembers what the head forgets"—in other words, if you're able to guess right all five days. And for 25 lucky winners, there's a chance to see Warner Bros.' heart-warming romance, "The Man I Love," as guest of the Strand Theatre. The film, a gripping drama about a beautiful nightclub singer whose confirmed cynicism is no defense against

emotional involvement when she meets the man she loves, offers conclusive proof that even the hardest hearts among us fall easy victims to romance.

There's lots of fun ahead—and plenty of love, too—so don't delay. Start now by filling in today's answer and clipping the contest blank; follow the same procedure for the next four days; then send all five filled-in

blanks, together with a 25-word-or-less letter stating why you want to see Warner Bros.' "The Man I Love" at the Strand Theatre, to the Contest Editor, c/o this newspaper. In case of a tie, the 25 lucky winners will be chosen on the basis of the best letters submitted.

All set? Okay, go ahead! And here's hoping you have a really love-ly time!



*I was always in love with him, but he didn't discover his feeling for me until he married my sister. Bette Davis says, "The Man I Love" is:*

- Glenn Ford in "A Stolen Life"
- Zachary Scott in "Danger Signal"
- Paul Henreid in "Devotion"

2nd Day

Remember **'THE MAN I LOVE'** CONTEST

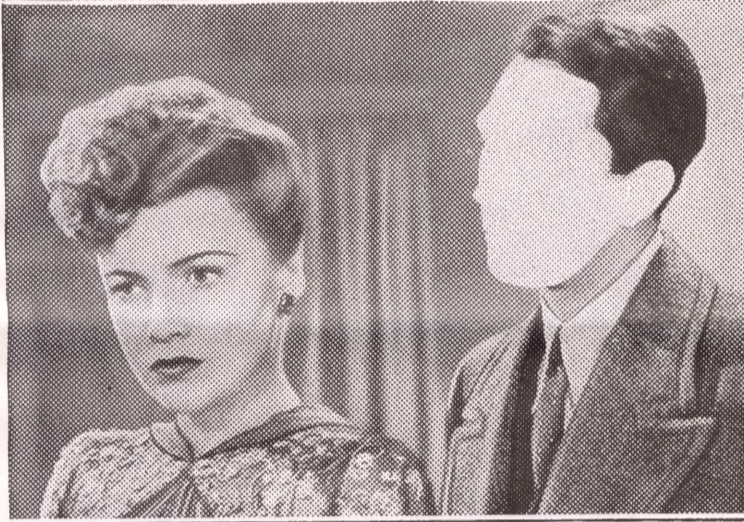


He was a handsome army officer but, because I was a young widow, society tried to interfere when I fell in love with him. Barbara Stanwyck says, "The Man I Love" is:

- Gary Cooper in "Saratoga Trunk"
- Robert Alda in "Cloak And Dagger"
- George Brent in "My Reputation"

3rd Day

Remember **'THE MAN I LOVE'** CONTEST



He was a struggling musician when we met but when he later became successful, our marriage was no longer possible. Joan Leslie says, "The Man I Love" is:

- Errol Flynn in "Never Say Goodbye"
- Cary Grant in "Night And Day"
- Robert Alda in "Rhapsody In Blue"

4th Day

Remember **'THE MAN I LOVE'** CONTEST



Although we loved each other deeply, he killed a man to facilitate my escape with my husband, then bade me farewell. Ingrid Bergman says, "The Man I Love" is:

- Dennis Morgan in "The Very Thought Of You"
- Humphrey Bogart in "Casablanca"
- John Garfield in "Nobody Lives Forever"

5th Day

It's Love, Love, Love—In This Dramatic 4-Day Teaser Ad Campaign



ORDER "652" Teaser Mat No. 301X from Warner Bros.' Campaign Plan Editor, 321 West 44th Street, New York 18, New York.

Title Cues Gals' Newspaper Contest

A cross-section of opinion from your town's leading women provides the angle for an interesting, newspaperwise feature based on answers to the following question:

"Every woman has a definite conception of her ideal man. This may range from the smooth Man-About-Town (Robert Alda) to the Boyish Type (Robert Hutton). In between can be found a varied assortment that includes the Perennial Romantic (Paul Henreid), the Rugged He-Man (Humphrey Bogart), the Dashing Cavalier (Errol Flynn), the Comedian (Jack Carson), the Crooner (Dennis Morgan), and the Dependable Husbandly type (Bruce Bennett). Which would you call 'The Man I Love'—and how close does your husband (or sweetheart) measure up to the ideal in that category?"

A cross section of replies from well-known local women (columnists, club-women, entertainers, etc.), combined with a picture layout of various Warner Bros. stars illustrating the many types mentioned (available as a selected set of eight 8" x 10" stills), plus scene stills from "The Man I Love" branch set, will make good feature reading.

ORDER "652" Warner Male Star Stills, Set of 8, direct from Warner Bros.' Campaign Plan Editor, 321 West 44th St., New York 18, New York.

# 5-Col. Story-Picture Feature For Weekend Editions

## This Week's SCREEN STORY

Tense drama and a haunting love story are artfully combined in Warner Bros.' new romantic drama, "The Man I Love", currently at the..... Theatre. Produced by Arnold Albert and directed by Raoul Walsh, the film stars Ida Lupino, Robert Alda, Andrea King and Bruce Bennett, and recounts the stirring story of Petey Brown, successful torch singer and inveterate cynic, who leaves her New York night club on a sudden, sentimental impulse, to spend a simple Christmas holiday with her family in California. What she encounters there, in place of the simple pleasures she had expected, are emotional entanglements so overwhelming that, before long she, too, is caught up in the ugly atmosphere of avarice and deceit which prevails. How Petey attempts to straighten out the almost hopeless complications which attach to her brother and two sisters; and how she finally achieves a measure of emotional serenity for each, makes for taut and absorbing filmfare.

## MOVIE-OF-THE-WEEK: "THE MAN I LOVE" starring IDA LUPINO • ROBERT ALDA ANDREA KING • BRUCE BENNETT



Petey's sister Sally (Andrea King) and brother Joe (Warren Douglas) quarrel over Joe's dealings with a local racketeer. Sally's veteran husband is ill.



Petey (Ida Lupino) lands a job at the club owned by Joe's boss, Nicky (Robert Alda), whose bad influence gets Joe into trouble with the police. The first time, Petey gets him out.



But when Gloria O'Connor (Dolores Moran), a pretty neighbor, is killed, Nicky blames Joe, who is innocent.



To save Joe, Petey renounces her love for San (Bruce Bennett) but in a dramatic climax she insures her family's happiness, and reaffirms her love.

ORDER "652" Movie-of-the-Week Mat No. 502 X from Warner Bros.' Campaign Plan Editor, 321 West 44th Street, New York 18, New York.

*Your Co-Op Campaign*



Camera Equipment  
IL Pub A 330



Millinery  
AK 340

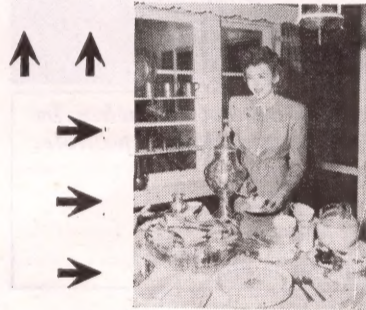


Purses  
MV 337

### Set Of 7 Selected Tie-Up Stills

These 7-tie-up stills for window and counter display which can be used by a wide variety of local specialty shops and/or department stores are available individually or as a set of 7. If individual stills are required, please specify number as indicated under each still.

ORDER "652" Tie-Up Stills, Set of 7, from Warner Bros.' Campaign Plan Editor, 321 West 44th Street, New York 18, New York.



Dinnerware  
IL Pub A 528



Hats  
Alda 63



FOR

**"THE MAN I LOVE"**

See Warner Bros.'  
**"THE MAN I LOVE"**  
THEATRE IMPRINT



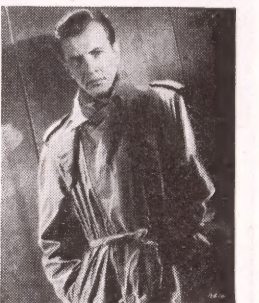
### And This Co-Op Mat . . .

In co-operation with the advertising manager of your newspaper arrange to run a page of local merchants' advertising using the co-op heading shown here, which is available as a mat. Illustrated in reduced size, the actual heading covers 5-columns x 3" deep with space, as indicated, for your imprint. Illustrated, left, is the way to put it to work.

ORDER "652" Co-Op Ad Mat No. 503X from Warner Bros.' Campaign Plan Editor, 321 West 44th Street, New York 18, New York.



Men's Jewelry  
RA 56



Rainwear  
BB 10



# On The Air

## Spot Announcements

### 30-Second Announcement

WOMAN: (ANXIOUSLY) Can you tell me where to find "THE MAN I LOVE?"

ANNOUNCER: Sure can, ma'am. "THE MAN I LOVE" is the new Warner Bros. picture now playing at the Strand Theatre . . . Don't miss it, folks . . . It's the glorious story of a woman's love . . . starring the new and exciting Ida Lupino as a big-time torch singer whose romance is set to music -- with every note a blues note . . . Also starred in the film are Robert Alda . . . Andrea King . . . and Bruce Bennett . . . All of which adds up to another great Warner Bros. picture . . . You'll all love . . . "THE MAN I LOVE" . . . at the Strand Theatre . . . NOW!

### 1-Minute Announcement

MUSIC: (FIRST FEW BARS OF VOCAL RECORDING "THE MAN I LOVE") (STARTS TO FADE, THEN HOLD UNDER SOFTLY AS)

ANNOUNCER: (INTIMATE TONE) Kinda gets you, doesn't it? . . . and no wonder . . . that song's more than just words and music, you know . . . There's quite a story behind it . . . The story of a woman in love . . . played against all the drama . . . the excitement . . . the pounding pulse of the big city . . . It's the heartbeat of a woman . . . set to music . . . In short, it's Warner Bros.' newest drama of romance . . . "The Man I Love" . . . starring Ida Lupino . . . Robert Alda . . . Andrea King . . . and Bruce Bennett . . . See it now at the Strand Theatre . . . Don't forget . . .

MUSIC: (UP LOUD ON THE WORDS "THE MAN I LOVE") (CONTINUE THROUGH END OF SONG)

## How To Get 'Love' On The Airwaves

Follow through on the picture's five song hits—"The Man I Love," "Why Was I Born?," "Bill," "If I Could Be With You" and "Body And Soul"—by setting up a Radio Jam Session to be worked either one of two ways, depending on your local facilities: 1) as a platter show with the program announcer playing 2 or 3 recordings of each of the above songs, in a competitive manner; or else 2) with a live band and special soloists doing individual licks.

In either case, the listening audience is invited to write in to the station, stating a) choice of favorite recording or favorite soloist; b) reason for that choice; and c) reason for wanting to see Warners' "The Man I Love" when it comes to your theatre. Replies should be limited to 50 words. Award a limited number of guest seats for your playdate to the authors of the best letters received.

# In The Lobby

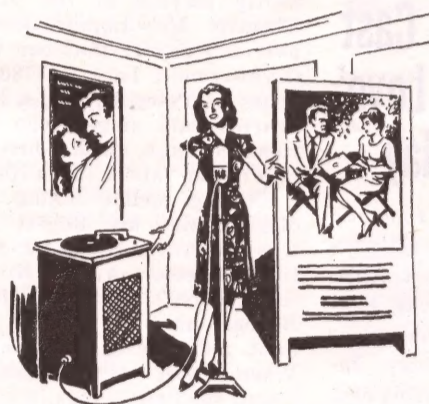


## They'll Love This Lobby Setpiece

The illustration used in setting up this attractive, easy-to-make lobby display piece is available as an 8" x 10" still. The scene stills indicated in the panel at the right can be selected from your branch set.

ORDER "652" — ART "D" direct from Warner Bros.' Campaign Plan Editor, 321 W. 44th St., New York 18, N. Y.

## Get 'Em Singing Title Song For Lobby Contest



Set up a corner of your lobby as shown in the sketch below, with a recording machine promoted from a local music or department store for use in advance of your playdate. Invite your audience to try out its vocal talents by recording the film's title song. Present the best recording to the singer who made it, as a lobby "occasion" on opening day, together with a promoted record album. Award a limited number of guest seats to runner-ups.

COPY FOR STANDEE AS ILLUSTRATED ABOVE

Do You Sing As Well As Ida Lupino?  
Sing "THE MAN I LOVE" For Prizes!  
See "THE MAN I LOVE" For Screen Enjoyment!  
At This Theatre Soon  
For Details, See The Manager

## Lupino Fans'll Dig Back Into Their Memories For This One!

As one of Hollywood's top-ranking actresses, Ida Lupino boasts an impressive list of past performances in such outstanding films as: "Devotion," "In Our Time," "The Hard Way," and, going back another few years, in "Thank Your Lucky Stars," "Out Of The Fog" and "The Sea Wolf." Let your audiences compete via an advance lobby contest based on a display of past Lupino film roles set up with stills out of your files. Head your display as follows:

"How Good Is Your I.L.Q.? (Ida Lupino Quotient)"  
See How Many Of These Former Ida Lupino Performances You Remember  
Then See Ida Lupino In Her Forthcoming Film Role—  
The Greatest Of Them All!—  
"THE MAN I LOVE"  
At This Theatre Soon!

# PUBLICITY



## 'The Man I Love,' New Drama, Opens At Strand

(Prepared Review)

Warner Bros.' new romantic drama, "The Man I Love," starring Ida Lupino, Robert Alda, Andrea King and Bruce Bennett, opened at the Strand Theatre last night and prompts an immediate recommendation by this column that we have more—much more—of the new Ida Lupino! Unquestionably one of Hollywood's most talented dramatic actresses, Miss Lupino, through a stroke of inspired Warner casting, now acquits herself as a young lady gifted with a most unusual singing voice, to boot, and a sultry, entirely entrancing torch song delivery. Among the songs she renders so capably are some all-time favorites like the title song, one of Gershwin's best, and the ever popular "Bill."

Equally as exciting as Miss Lupino's portrayal is the film's clever, swiftly-paced, timely story. Petey Brown (Ida Lupino) rejoins her family on the



Mat No. 1B  
Ida Lupino

West Coast for Christmas and walks right into a domestic scene that's far from serene. Her sister Sally's (Andrea King's) husband (portrayed by John Ridgely) is in a veteran's hospital suffering from combat fatigue and her brother Joe (Warren Douglas) is a legman for Nicky Toresca (Robert Alda), a small-time racketeer and night club owner who is intrigued by Sally's charms. Petey shoulders the responsibility of straightening things out and her first step is in Nicky's direction.

When Nicky sees her, he soon forgets Sally and offers her a job as a singer in his nightclub. A fight involving Joe and the police brings San Thomas (Bruce Bennett) on the scene. San is a great jazz pianist, brooding, temperamental and brilliant. Unable to adjust himself to a divorce from his first wife, he has served in the Merchant Marine for the past couple of years. San and Petey fall in love but many obstacles lie in their path. Nicky is one of the bigger ones but San's own conflicts don't make it any easier.

### Raoul Walsh Director

The entire cast, and in particular every member of the film's stellar quartet, responds wonderfully to Raoul Walsh's capable direction. A word of praise must also be said for the outstanding performances of Martha Vickers, Alan Hale, Dolores Moran and Don McGuire in supporting roles. Miss Lupino, as we have said, has never tried a role like this before and more's the pity, as she has never been as captivating and refreshing. Robert Alda, Bruce Bennett, Andrea King—they're all good. The film's screenplay, keyed to the tempo of the post-war years, was ably written by Catherine Turney and adapted from Maritta Wolff's novel by Miss Turney and Jo Pagano. Arnold Albert produced the film with a liberal hand.

### Songstress Ida Lupino

#### Scores First Snorer

On the set during the filming of Warners' "The Man I Love," now at the Strand, Ida Lupino, who co-stars in the film with Robert Alda, Andrea King and Bruce Bennett, was performing a quiet, emotional scene before the cameras.

Suddenly the stillness was shattered by a loud masculine snore. On the catwalk, high above the set, one of the electricians was enjoying a catnap.

The Warner Bros. actress' only comment was, "Well, it's the first time my acting ever made the rafters snore."

## 4 Stars Head Cast Of 'The Man I Love' At Strand Friday

Warner Bros.' new romantic drama, "The Man I Love," starring Ida Lupino, Robert Alda, Andrea King and Bruce Bennett, makes its local debut at the Strand Theatre Friday. Included in a large supporting cast are Martha Vickers, Alan Hale, Dolores Moran, John Ridgely, Don McGuire, Warren Douglas and Craig Stevens.

Directed by Raoul Walsh, "The Man I Love" was produced by Arnold Albert. The screenplay by Catherine Turney was adapted by Miss Turney and Jo Pagano from a novel by Maritta Wolff.

### Tables Turn For

#### Former Publicist

There's at least one actor in Hollywood today who learned the value of publicity the hard way.

Don McGuire, currently playing an important role in support of Ida Lupino, Robert Alda, Andrea King and Bruce Bennett in Warner Bros.' "The Man I Love," at the Strand, was once a Hollywood press agent who worked hard at publicity angles for his clients while he tried for a film career.



## Dramatic Actress Sings Torch Songs In Film At Strand

(Current Theatre Story)

When a film studio casts one of its foremost dramatic actresses as a breezy, nightclub torch singer, the film warrants particular attention. Warner Bros. have done just that with Ida Lupino in "The Man I Love," a timely love story with musical overtones, which is currently playing at the Strand Theatre. Miss Lupino, descendant of a family that can trace its histrionics back to 1780, appears as Petey Brown, a light-hearted cafe singer who finds romance on a quick Christmas trip to her family in California.

Sharing stellar billing with Miss Lupino are Robert Alda who portrays Nicky, a small time racketeer; Andrea King as Sally, Petey's sister; and Bruce Bennett as San Thomas, brilliant and moody jazz pianist. When Petey arrives on the Coast, she finds things in a most disturbing state of unrest. Sally's husband (played by John Ridgely) is in a veterans' hospital, the victim of battle fatigue; her young brother Joe (Warren Douglas) is a legman involved with Nicky who in turn persists in forcing his unwelcome attentions on Sally. Nicky, intrigued by Petey, hires her to sing in his club and in this central position Petey finds plenty of opportunity to try to untangle her small family's affairs. How she eventually does just that at the risk of sacrificing her own happiness makes for taut drama and heartwarming romance.

Others who play important supporting roles in the film include Martha Vickers, Alan Hale, Dolores Moran and Don McGuire. Among the many songs that Miss Lupino sings are the all-time favorites, "The Man I Love" and "Bill."

The screenplay, written by Catherine Turney and adapted by Miss Turney and Jo Pagano from a novel by Maritta Wolff, was directed by Raoul Walsh and produced by Arnold Albert.

## Quartet Of Stars Coming To Strand Screen Friday

(Advance Theatre Story)

Warner Bros.' "The Man I Love," a modern screen drama with a pace pitched to the restless post-war years, opens at the Strand Theatre on Friday. Starring Ida Lupino, Robert Alda, Andrea King and Bruce Bennett, the film's absorbing story revolves about a nightclub singer, Petey Brown (Ida Lupino) who returns to her family on the West Coast after being separated from them for several years.

Her sister Sally, (Andrea King) is married to Roy Otis (John Ridgely) who is in an Army hospital with battle fatigue. Sally is the annoyed recipient of the unwelcome advances of Nicky Toresca (Robert Alda), a smalltime racketeer and night club owner, who employs her brother, Joe (Warren Douglas), as his legman. When Nicky meets Petey, he is intrigued. When he hears her sing, he offers her a job and

she soon becomes the club's main attraction.

In this focal spot, Petey is soon able to devote her attention to the varied strands of trouble attaching to her small family. She eventually achieves some measure of happiness for each, though not without the great risk of losing her own happiness and future with San Thomas (Bruce Bennett), brooding, temperamental jazz musician.

Others in an excellent supporting cast are Martha Vickers, Alan Hale, Dolores Moran and Don McGuire.

Produced by Arnold Albert and directed by Raoul Walsh, "The Man I Love" was adapted by Jo Pagano and Catherine Turney from a novel by Maritta Wolff. Catherine Turney contributed the screenplay. Max Steiner adapted the film's music while Hugo Friedhofer executed the orchestral arrangements under Leo F. Forbstein's musical direction.

## Actor Robert Alda Learns Cattle Lore In Rare Spare Time

Robert Alda, currently co-starring with Ida Lupino, Andrea King and Bruce Bennett in Warners' "The Man I Love" at the Strand, has learned that a rancher's work is never done.

After finishing his starring role in "Rhapsody In Blue," his first Hollywood assignment, the Warner Bros. actor bought himself a ranch. From the first he has personally supervised care of the orchards and the crops. Now he's reading up on animal husbandry.

Just before he began work on "The Man I Love" he acquired a cow and named her "Daisy May." The cow is now expecting a calf which he has already named "Daisy June."



Still No. 652-501

IN THE LATEST Warner drama, "The Man I Love," at the Strand, Ida Lupino and Bruce Bennett are co-starring with Andrea King and Robert Alda. Also in the cast are Martha Vickers, Alan Hale and Dolores Moran.

MAT 1L

## 'The Man I Love' New Warner Drama At Strand Tonight

(Opening Day Reader)

"The Man I Love," Warner Bros.' new romantic drama starring Ida Lupino, Robert Alda, Andrea King and Bruce Bennett, opens tonight at the Strand Theatre. Others who appear in important supporting roles include Martha Vickers, Alan Hale, Dolores Moran, John Ridgely, Don McGuire, Warren Douglas and Craig Stevens.

Produced by Arnold Albert, "The Man I Love" was directed by Raoul Walsh. Catherine Turney's screenplay was adapted by Miss Turney and Jo Pagano from a Maritta Wolff novel.



Still No. RA-41

Actor Robert Alda is one of the four stars seen in Warners' "The Man I Love," currently at the Strand. Ida Lupino, Andrea King and Bruce Bennett complete the stellar quartet.

MAT 1H

## The 'Reel' Gershwin Gives Piano Lessons To Bruce Bennett

If Bruce Bennett's piano playing in Warner Bros.' "The Man I Love", currently at the Strand, resembles George Gershwin's technique, it's all Robert Alda's fault.

Bennett and Alda are cast together in the film as half of the quartet of stars which also includes Ida Lupino and Andrea King. Alda plays a likeable gangster and Bennett portrays a famous jazz pianist who's in love with Ida Lupino. For three weeks Bennett had to put in long hours of practice at the piano. Alda had to do the same thing for his portrayal of Gershwin in "Rhapsody In Blue."

It was natural for Alda to give Bennett advice on "how Gershwin did it."



Still No. BB6

AS A GREAT jazz pianist, Bruce Bennett is co-starred with Ida Lupino, Robert Alda and Andrea King in Warners' new drama, "The Man I Love" at the Strand.

MAT 1J

## Star Wins Gems For Acting Gem

Ida Lupino says that the best reward she received for her work in Warners' "The Man I Love," currently at the Strand, was her mother's gift of a string of pearls and matching earrings which have been in the Lupino family for four generations.

After Mrs. Stanley Lupino saw a preview of the new drama, which also stars Robert Alda, Andrea King and Bruce Bennett, she presented the priceless heirloom to her daughter with the comment, "These real gems describe your performance."



Still No. MV 191

FRESH from her chores in "The Big Sleep," lovely Martha Vickers plays one of the supporting roles in "The Man I Love," Warner Bros.' new romantic drama arriving at the Strand on Friday.

MAT 1G

## THE CAST

Petey Brown .....	IDA LUPINO
Nicky Toresca .....	ROBERT ALDA
Sally Otis .....	ANDREA KING
San Thomas .....	BRUCE BENNETT
Virginia Brown .....	Martha Vickers
Riley .....	Alan Hale
Gloria O'Connor .....	Dolores Moran
Roy Otis .....	John Ridgely
Johnny O'Connor .....	Don McGuire
Joe Brown .....	Warren Douglas
Johnson .....	Craig Stevens
Tony Toresca .....	William Edmunds
Jimmy .....	James Dobbs
Buddy .....	Patrick Griffin

## THE STORY

(Not for Publication)

Petey Brown (IDA LUPINO), a successful New York night club singer, goes home to California to spend Christmas with her sisters Sally (ANDREA KING) and Virginia (MARTHA VICKERS), and her brother Joe (WARREN DOUGLAS). There Petey finds things far from right. Sally's husband Roy (JOHN RIDGELY) is in a veterans' hospital and Sally works hard as a waitress to support herself and young son. Joe is involved with Nicky Toresca (ROBERT ALDA), a smooth nightclub operator and petty racketeer whose uncle is Sally's boss. Sally's neighbors are Gloria and Johnny O'Connor (DOLORES MORAN and DON MCGUIRE), parents of infant twins.

Petey tackles Nicky for a job at his club and gets it. On New Year's Eve she hears that Joe is in jail and arrives there to find Joe free and another man held in his place. She posts bond for the stranger who thanks her and disappears. Later she runs into him and learns that he is San Thomas (BRUCE BENNETT), a once-famous jazz pianist who gave up his career because of his ex-wife.

Petey and San fall in love but San fails to show up at the club one night and, when she finds him waiting for her at her apartment, they argue and San leaves. Petey discloses to Sally that Gloria O'Connor has been coming to the nightclub regularly. Then one night Petey finds San waiting at the club to tell her how much he loves her.

Gloria's continued presence at the club soon spells trouble. Nicky instructs Joe to take Gloria home as he's now afraid Johnny will discover her there. In the car, Gloria argues with Joe, jumps out, and is killed by a passing car. Joe, frightened, drives back to the club without stopping to help.

Nicky decides to pin Gloria's death on Joe but Johnny O'Connor, armed with a gun, arrives to kill him. Before he can do so, Petey disarms Johnny, calms him, and sends him on his way. Then she tells off the frightened Nicky and walks out.

At home, she finds Sally's husband, Roy, has returned, cured.

The moment arrives when Petey must bid San goodbye as he prepares to sail on his last trip with the merchant marine. As they embrace, they realize that, on his return, they will never again be separated.

(Running Time: 96 Minutes)

## PRODUCTION

Produced by Arnold Albert. Directed by Raoul Walsh. Screen Play by Catherine Turney; Adaptation by Jo Pagano and Catherine Turney; From a Novel by Maritta Wolff. Photographed by Sid Hickox, A.S.C. Art Director, Stanley Fleischer. Film Editor, Owen Marks. Sound by Dolph Thomas and David Forrest. Dialogue Director, John Maxwell. Special Effects by Harry Bannard. Dir.—Edwin Du Par, A.S.C. Set Decorations by Eddie Edwards. Wardrobe by Milo Anderson. Makeup Artist, Perc Westmore. Assistant Director, Reggie Callow. Music Adapted by Max Steiner; Orchestral Arrangements by Hugo Friedhofer; Musical Director, Leo F. Forbstein.

## MUSIC

"The Man I Love"—Music by George Gershwin; Lyrics by Ira Gershwin.

"Liza"—Music by George Gershwin.

"Why Was I Born?"—Music by Jerome Kern; Lyrics by Oscar Hammerstein, II.

"Bill"—Music by Jerome Kern; Lyrics by Oscar Hammerstein, II.

"Body And Soul"—Music by John W. Green.

"If I Could Be With You"—Words and Music by Henry Creamer and Jimmy Johnson.



Still No. 552-85

"SOMEDAY HE'LL COME ALONG . . .", sings Ida Lupino, while Bruce Bennett plays "The Man I Love." They can both be seen with Robert Alda and Andrea King in Warners' new thrilling and thrilling drama, "The Man I Love," currently at the Strand. The film, adapted from a novel by Maritta Wolff was directed by Raoul Walsh.

MAT 2C



Still No. 653-81

DAPPER Robert Alda whispers to his lovely leading lady, Ida Lupino during a moment in Warners' latest film offering, "The Man I Love." Co-starred with them are Andrea King and Bruce Bennett. Miss Lupino sings several torchy ballads in this drama of night club entertainers now at the Strand.

MAT 2D



Still No. 652-503

IDA LUPINO and Bruce Bennett are two of a quartet of stars in Warners' latest drama, "The Man I Love," opening at the Strand Theatre Friday. Robert Alda and Andrea King co-star with them in this adaptation from a novel by Maritta Wolff.

MAT 2E

## Ida Lupino Sings 'Em Torchy



Still No. 652-514

BEAUTIFUL IDA LUPINO renders torchy ballads the way you like them in her first screen appearance as a singer, in Warner Bros.' "The Man I Love." Miss Lupino shares star billing with Robert Alda, Andrea King and Bruce Bennett in the film which opens at the Strand on Friday. Among the songs she warbles are the all time favorites, "Bill" and "The Man I Love."

MAT 2G

## Ida Lupino's Sense Of Humor Makes Acting Fun

Ida Lupino is one Hollywood star who actually has fun when she works.

That's because Ida won't take anything seriously. She says if she did, she'd have been dead years ago.

As an example, she was in the middle of a highly dramatic scene at Warner Bros. for that studio's "The Man I Love," currently at the Strand. The "man" in question happens to be two, Robert Alda, and Bruce Bennett, both of whom co-star with Ida and Andrea King in the film.

Alda plays a rather genteel heel, a petty racketeer, while Bennett is the one who really gets to Ida's heart.

During the filming of the scene in question, Ida and Bennett did a love scene. Director Raoul Walsh was at the megaphone and, after a couple of rehearsals, the two got under way with their highly romantic scene.

There was some dialogue when Bennett told Ida that it had been fun knowing her but he was definitely not the marry-

ing type and he guessed he'd be going now.

That was her cue to turn on the emotions, to fix him with an "Oh, is that so" look, and to make a final, last minute appeal to hold his affections.

Naturally, the discussion ends in a clinch.

Walsh amiably pretended to throw a megaphone at the two to break up the embrace.

"How did you like yourself in the scene?" he asked Ida.

"Oh, I was superb," she answered. "I was devastating. I will really kill the people with that scene. Nothing but Academy Award. Strictly top-drawer."

"You mean you didn't like it?" Walsh asked.

"Correct," said Ida. "Let's do it over."



Mat No. 1D  
Robert Alda

## Ex-Olympic Champ Now Romantic Lead Because Of Injury

Bruce Bennett is the man who almost became "Tarzan," and he's just as glad.

Bennett's real name is Herman Brix and as Brix he was not only a star athlete at the University of Washington but holder of the National shot-put championship from 1928 to 1932.

It was when he'd finished school but was still competing in amateur athletics in Hollywood in 1931 that the late Doug Fairbanks, Sr. insisted that he be tested for the "Tarzan" pictures, which were about to get under way.

Bruce was selling real estate at the time and had no desire or ambition to act. "What with the depression, though," he says, "and real estate selling not at all, I said to myself, 'what can I lose?'"

As a sort of warm-up, to get him camera-wise, Fairbanks first had Bruce cast in a small role in "Touchdown," an early Jack Oakie-Richard Arlen picture. The "Tarzan" test was to follow immediately.

The part might have been small, but it was rough. When a half-dozen seasoned footballers from U.S.C., used as the opposition team in the picture, landed on Bruce, his shoulder blade stuck through his sweat-shirt like a splintered board.

For six weeks he lay strapped to his bed at Hollywood Hospital. A similar period followed when his arm was strapped across his chest. Meanwhile the deadline for the test came and went. Another muscular young man named Johnny Weismuller got the part, or career, as you please.

"But that's okay with me," says Bruce. "I still might be beating my chest and uttering jungle noises if I hadn't fractured my shoulder blade."

Bennett is doing considerably better right now. He was given a strong supporting role in Warners' "Mildred Pierce" for his first picture under a Warner Bros. contract and currently is co-starred with, and making love in a big way to Ida Lupino in that studio's "The Man I Love," which also stars Robert Alda and Andrea King.

The film is the current attraction at the Strand Theatre.

## All Work And No Play Makes Jack For Robert Alda

Robert Alda, currently co-starring with Ida Lupino, Andrea King and Bruce Bennett in Warners' "The Man I Love," now at the Strand, is one of the busiest actors in Hollywood.

Alda owns a ranch, and cultivates most of the acreage himself. Besides his ranch work, his first film, "Rhapsody In Blue," required three hours of piano practice each night after a full day's work. The star had to learn to emulate George Gershwin's piano playing technique for the film. There have been many other similar chores connected with each film he has made since then.

Recently, when he went before the cameras again in "The Man I Love," Ida Lupino, learning of his extra-curricular activities, asked him if he'd ever heard the old saying, "All work and no play makes Jack a dull boy?"

Alda admitted to having heard it, but confessed to rewriting a new version which went, "All work and no play makes jack . . . period."

## The 'Groaner' Visits Set To Congratulate Old Buddy And Accompanist On First Acting Role

Tony Romano, Bing's buddy and accompanist, ran into the Groaner immediately after he'd signed for his first picture, Warner Bros.' "The Man I Love," which currently co-stars Ida Lupino, Robert Alda, Andrea King and Bruce Bennett at the Strand.

"Hello, actor," said Bing.

"Hy'ya, Bing," said Tony.

"Good luck on the picture, Tony," Bing continued, "but I really hate to see you start acting. You're too young to start stealing money."



Still No. DM 415

DOLORES MORAN is featured in Warner Bros.' "The Man I Love" which stars Ida Lupino, Robert Alda, Andrea King and Bruce Bennett and opens at the Strand on Friday.

MAT 1U

## Shindig Results In Sprained Ankle For Ida Lupino

Because she was the life of her own party, Ida Lupino ended up on crutches.

Miss Lupino, as is her custom, gave a huge party for the cast and crew when her picture, Warner Bros.' "The Man I Love," was completed.

Besides Robert Alda, Andrea King and Bruce Bennett, who are also starred in the film, which is now at the Strand Theatre, more than two hundred laborers, grips, prop men, make-up people and other cast members turned up for the elaborate clambake.

Ida insisted on dancing at least once with all the men of her party. Result: sprained tendons and crutches.

## Star's "Male" Cat Shows Signs Of Bearing Kittens

Ida Lupino, the Warner Bros. star who is currently co-starring with Robert Alda, Andrea King, and Bruce Bennett in that studio's "The Man I Love" at the Strand, made a grave mistake which may result in the realization of one of her most cherished childhood ambitions.

When she recently returned from New York, she smuggled a cat aboard the train and promptly named him Socrates. Her grave mistake was that Socrates is about to become a mother and, from all appearances, Socrates plans to have a large family.

When Ida was a small child, she wanted to have a cat farm and she feels that her dream is finally coming true.

Although Beverly Hills is hardly the proper location for such an establishment and Ida's constant companion for nine years both at home and on the set has been her police dog, "Duchess," who may have some objections of her own, the star is making great preparations for the coming blessed event.

## Star's Mother Is Coach In Screen Song Debut

Connie Emerald, mother of Ida Lupino, acted as unofficial vocal coach for Ida in musical sequences in Warners' "The Man I Love," in which Ida Lupino currently co-stars with Robert Alda, Andrea King and Bruce Bennett at the Strand. The star's mother is not seen during dramatic scenes but she was always on hand with pointers when her daughter warbled a "first," for her, in pictures. Miss Emerald is a former British musical comedy star.



Still No. 652-306

A HAPPY SCENE in Warner Bros.' romantic drama, "The Man I Love," currently at the Strand, is shared by Ida Lupino and Andrea King. Miss Lupino, in her first screen role as a singer, shares star billing with Robert Alda, Andrea King and Bruce Bennett. Among the songs she sings in the new film are "Body and Soul" and "The Man I Love."

MAT 2B

## Champion Athlete Takes Count From 100-Pound Actress

A former Olympic Games champion recently took the count from a lady weighing less than one hundred pounds.



Mat. No. 1E  
Bruce Bennett

Bruce Bennett was the victim, Ida Lupino was the winner. It happened when Ida and Bruce had to do a love scene for Warner Bros.' "The Man I Love," in which they are currently co-starring with Robert Alda and Andrea King at the Strand.

With rehearsals, Bruce had to kiss Ida thirty-seven times and kiss her right.

Either it was the scene or the overly-warm day out in Burbank. At any rate Bruce, who weighs in at one hundred and ninety pounds, the same weight that helped him win a half-dozen nationwide and intercollegiate weight-lifting and javelin championships back in his college days as Herman Brix, sank exhausted to a couch and called for ice water.

Ida? She just laughed and laughed. And so did the crew.



Still No. IL 508

TRILLING and thrilling Ida Lupino plays one of the four starring roles in the Warner Bros.' new romantic drama, "The Man I Love," currently at the Strand. Robert Alda, Andrea King and Bruce Bennett round out the stellar quartet.

MAT 1K

## Bob Alda To Make Twelve-Acre Farm Pay Its Own Way

"The olive crop pays the taxes on the property, and returns from the peaches, almonds, and apricots take care of the improvements, and the Alda family meanwhile has a wonderful place to live in," said Robert Alda to Ida Lupino between scenes of Warners' "The Man I Love," currently at the Strand.

Alda, who co-stars in the film with Ida Lupino, Andrea King and Bruce Bennett, was talking about his twelve-acre farm in a wide canyon, ten miles from the studio. For six months he searched for the right place, with particular attention directed toward a swimming pool for his son who required hydrotherapy.

Alda took to the land enthusiastically and farms his place scientifically so that he can be self-supporting and use the good earth to full advantage.

## Ida Lupino Runs The Gamut Of Movie Roles

Ida Lupino is one Hollywood actress who refuses to be typed.

Since her arrival in Hollywood the Warner Bros. star has played a variety of roles ranging from heavy drama in "The Light That Failed" to farce comedy in "Pillow To Post." In "Thank Your Lucky Stars" she danced and sang one number with a trio. Now she completes her tour of the acting cycle in Warners' new romantic drama, "The Man I Love," currently at the Strand. In the film, in which she co-stars with Robert Alda, Andrea King and Bruce Bennett, she sings three songs: Jerome Kern's "Bill" and "Why

Was I Born" and Gershwin's "The Man I Love."

Miss Lupino's talent doesn't stop when she steps away from the camera. Between film roles the young actress has written the music and lyrics for innumerable songs, thirty-five of which have been published or broadcast. She has also written short stories and at present is working on her first full length book. The title is "Tomorrow and Tomorrow." The biography will list the theatrical experiences of members of the Lupino family who have been on the English stage and in music halls for generations.

### Real Jam Session In Movie Sequence

Seven youngsters were recently paid by Warner Bros. for doing what no one could stop them from doing for free any time, any place.

The youngsters are free-wheeling musicians who jam their horns and drums as background for Ida Lupino as she sings feature numbers in Warners' "The Man I Love," currently at the Strand. The only difficulty director Raoul Walsh had with the group was to get them to stop and desist at "Cut!"

Co-starred with Ida Lupino in the romantic drama are Robert Alda, Andrea King and Bruce Bennett.

## Ida Lupino's Cat Has Universal Diet Habits

"You can't swing a cat," is an old expression, but Ida Lupino has also found out that you can't sway them, either.



Mat No. 1N  
Martha Vickers

On a recent personal appearance tour in New York the Warner Bros. star found a bedraggled alley cat. It became one of her most ardent fans and persisted in following her to her hotel. When she returned to the coast to make her current film, Warners' "The Man I Love," in which she is now starring with Robert Alda, Andrea King and Bruce Bennett at the Strand, she named the cat "Socrates" and brought him along.

But the actress is still trying to teach the cat to drink milk and eat fish. It seems that "Socrates" was accustomed to foraging for his own food at the rear doors of delicatessens. Now he doesn't eat anything but pickled onions, cabbage slaw, chopped chicken liver and smoked fish.

## Red Knitted Vest Good Luck Charm For Andrea King

Andrea King doubly insures her luck in her current film, "The Man I Love," in which she co-stars with Ida Lupino, Robert Alda and Bruce Bennett at the Strand.

When Andrea made her stage debut as Juliet in a school production she wore a little red knitted vest backstage. It was a gift from her mother who had worn it herself as a young girl.



Mat No. 1A  
Andrea King

For luck the actress always made a point of wearing the sweater off stage for each stage and screen performance she has played. While rehearsing a scene in her current film, she wore the sweater on to the set. Director Raoul Walsh thought it fit her character so well he asked her to wear it in the picture as part of her wardrobe.

### Diminutive Ida Lupino Gains Weight With Milk

Every morning, in Ida Lupino's dressing room on the set during the filming of Warners' "The Man I Love," currently at the Strand, a quart bottle of special milk was placed. By the end of the day, that bottle was empty.

That was part of the tiny star's plan to get back the ten pounds she lost and to have an opportunity to relax between scenes. Doctors insist she must increase her weight.

Co-starred with the actress in "The Man I Love" are Robert Alda, Andrea King and Bruce Bennett.

## Screen Star's Son Helps Dad Learn All Movie Roles

Robert Alda's ten-year-old son, Allie, is rapidly becoming his father's best dialogue coach and kindest critic.



Mat No. 1P  
Warren Douglas

"Allie goes over my lines with me every night," Alda told Ida Lupino on the set of Warners' "The Man I Love," currently at the Strand Theatre. "He began working with me during 'Rhapsody In Blue' and now I get an extra copy of the script for him so we can go over dialogue after dinner. He has the lines pat after the third reading. However, we have already decided that he will never be a straight man in burlesque—as I was."

Also starred in "The Man I Love," besides Ida Lupino and Alda, are Andrea King and Bruce Bennett.

## Handsome Robert Alda



Still No. RA 37

Robert Alda, who skyrocketed to stardom as George Gershwin in "Rhapsody in Blue," is cast as a petty racketeer in Warner Bros.' "The Man I Love" which will open at the Strand Theatre on Friday. Ida Lupino, Andrea King and Bruce Bennett are starred with Mr. Alda in this tense, modern drama with musical overtones. Miss Lupino, it might be added, does her first cinema singing in this one.

MAT 2F

## Ida Lupino Ad Libs As Robert Alda Muffs Line

It happened during the filming of Warner Bros.' "The Man I Love," currently at the Strand.

Ida Lupino and Robert Alda, who are starred in the film together with Andrea King and Bruce Bennett, were doing a scene together.

Alda plays a cheap gangster who is responsible for getting Ida's brother into trouble by having him take one of his girls home from the club, during which auto ride she is accidentally killed.

Ida hears of it and is now facing Alda with his villainy.

"You can't get away with it, you bum," she storms. "You're trying to double-cross my brother but the cops are going to hear about it."

"Says you," snaps Alda. "Your brother was seen driving the car." Then he was supposed to say: "All the cops can do to me is take away my car license."

What he actually said was: "All the cops can do to me is close my club."

Director Raoul Walsh yelled: "Cut! Once more."

But before they repeated, Ida turned to Alda and said: "All they can do to you for muffing lines like that is drop your option."

## Stars Break Their Watches At Bridge

Robert Alda, Craig Stevens, Alan Hale and Martha Vickers were playing bridge on the set during the filming of Warners' "The Man I Love," currently at the Strand.

The quartet used the flat top of a rheostat, an instrument used to change voltage for the set lights, as a bridge table. It was a costly game they discovered when they were called before the camera.

Each of the players wore a wrist watch that had been thoroughly magnetized. They had stopped within three minutes of each other.

In addition to Alda the film also stars Ida Lupino, Andrea King and Bruce Bennett.



Still No. AK 238

Lovely Andrea King plays the role of Ida Lupino's sister in Warner Bros.' "The Man I Love" in which they are starred with Robert Alda and Bruce Bennett at the Strand on Friday. Miss King's beauty was recently chosen by a French painter as representative of America.

MAT 1M



Mat No. 1C  
Dolores Moran

## Glamour Begins At Home



Ida Lupino, who leads an active daily life before the cameras, is a firm believer in as much home relaxation as possible. Here the star, who is currently appearing in Warner Bros.' stirring film romance, "The Man I Love", offers two suggestions on how to achieve comfort without sacrificing glamour. (Left) A diaphanous negligee of softest pale blue chiffon boasts a deep yoke collar, billowing sleeves with ruffled cuffs and a waist-hugging gilt belt which allows the voluminous back folds to fall free. (Right) For entertaining at home, the star wears her favorite costume, an attractive combination of black faille trousers and a sheer white, long-sleeved blouse, embroidered at the bosom and bow-tied at the throat.

ORDER Mat 302X from Warner Bros.' Campaign Plan Editor, 321 West 44th Street, New York 18, N. Y..

### Hollywood Fashion Parade

By Orry Kelly

(Famous Warner Bros.' Designer)

This season's suits show the deft touch of the dressmaker. The soft handling is especially flattering to face and figure, and is much less severe to most women than the strictly tailored line.

Ida Lupino, lovely star of Warner Bros.' "The Man I Love," currently at the Strand Theatre, boasts a favorite in her square-neck cardigan suit of men's wear striped woolen in chocolate brown and beige. The jacket shows soft blousing at the waistline, and is fastened with a link-button closing. Strips of the fabric are used as reverse stripes to bind the edge along the front closing.

Andrea King, also starred in the Strand drama, favors wool plaid, and her newest suit shows varying shades of tan, gold and brown with highlights of blue-ish gray. The jacket features a soft drape at the waistline, which is fastened with one large button. The neckline is convertible. The skirt is slim with a center kick pleat.

### Stars Offer Beauty Tips

When nerves are taut and refuse to relax, Martha Vickers, currently appearing in Warner Bros.' "The Man I Love" at the Strand, has a trick that lulls them enough to allow her to drop off to sleep in no time. The actress lies on her back, and lifts her left knee toward her chest. Grasping her left ankle with both hands, she kneads hard in a wringing motion, with hands working in opposite directions. Working up from the ankle toward the knee, Martha covers both legs thoroughly. This trick is especially effective for women who stand on their feet all day.

Eyebrows lend expression to the eyes, and protect them from dust in the air and the strong rays of the sun. Because they are important they should be well cared for. Ida Lupino, currently starring in Warner's "The Man I Love" at the Strand, removes stray hairs from below the arch of her brows twice weekly. Her equipment is simple, but essential; a strong magnifying mirror and a good pair of tweezers. Before plucking, the star applies very hot cloths to her brows to open the pores, making the removal of the hairs less painful. After plucking, she rubs vaseline into the brow area, and closes the pores with an application of cold water. When brows are brushed into place again, they are well groomed and perfect complements to her expressive eyes.

ANDREA KING, currently starring in Warner Bros.' "The Man I Love"; poses in a flattering off-the-face bloused bonnet in jewel-accented felt.

### Headlines From Hollywood



← ORDER Mat 201X from Warner Bros.' Campaign Plan Editor, 321 West 44th St., New York 18, N. Y.

→ ORDER Mat 102X from Warner Bros.' Campaign Plan Editor, 321 West 44th St., New York 18, N. Y.

## Hollywood Looking-Glass

There is something about fur that puts milady on the *qui vive* the moment she slips into her new coat, or drapes her stole about her shoulders. Whatever it is, it gives a woman the feeling of being well-dressed. It gives her such a mental lift that it automatically improves her carriage and gives her outlook on life a new meaning.

Andrea King takes on all the dash of the officer after whose greatcoat her own Argentine nutria is fashioned. Its lines are smart. It boasts huge flap pockets, a neat nipped-in look at the waist, closely cuffed sleeves that defy the weather, and an upstanding and face-flattering collar. The star, who is currently to be seen in Warner's "The Man I Love" at the Strand, wears the coat over all types of dresses.

Natural ranch mink is the sophisticated fur Ida Lupino selects. The petite dramatic star, who establishes herself as a first rate chanteuse in the Strand film, likes the clean cut lines of her full-length coat. The collar is small and high, like a Mandarin collar. The sleeves are full and widely cuffed.

Very young and gay is another fur of Ida Lupino's. It is an ocelot coat, cut like a sailor's pea-jacket. It is double-breasted for warmth, and has slot pockets. She wears a matching ocelot beret for extra chic.

Martha Vickers, who completes the beauty triumvirate in "The Man I Love," wears her evening gowns with a frosting of silver fox. In a stole that is wide-collared and narrowed

slightly at the ends, she is always smart—and warm. An over-sized matching muff of fox can be worn with the stole or separately, with suits and daytime dresses.

HOLLYWOOD  
Dress Parade  
by  
GEORGIA COOPER

### Fashion News



A DESIGNER in her own right is Andrea King, lovely Warner Bros. star currently to be seen in that studio's romantic drama, "The Man I Love". Here the actress ingeniously adapts four identical ski-caps for an attractive after-ski outfit. One cap hugs her head; two more are converted into snug boots, bow-tied around the ankles; while the fourth becomes a convenient over-the-shoulder bag anchored to the shoulder by a sturdy sport pin.



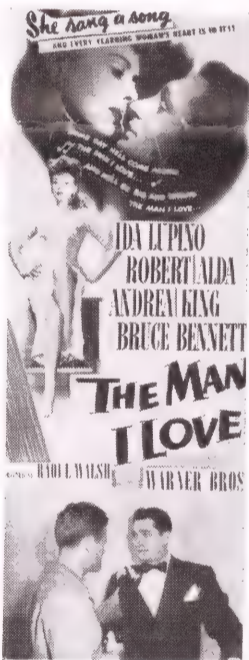
A PEG-TOP SKIRT and brief, fitted vest-type jacket are news in the smart tailored suit worn here by Martha Vickers, pretty Warner Bros. star now playing in that studio's current drama, "The Man I Love". A white blouse with Buster Brown collar, worn with a mannish four-in-hand, completes the costume.

ORDER Mat 101X from Warner Bros.' Campaign Plan Editor, 321 West 44th St., New York 18, N. Y.

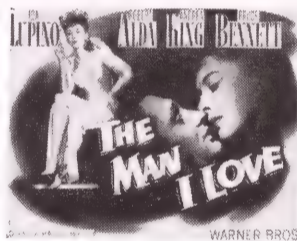
# 7<sup>1</sup>/<sub>2</sub>" x 14<sup>3</sup>/<sub>4</sub>" COLORED HERALD



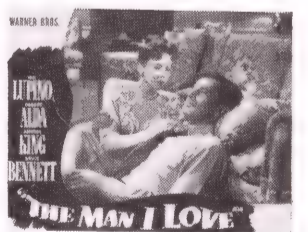
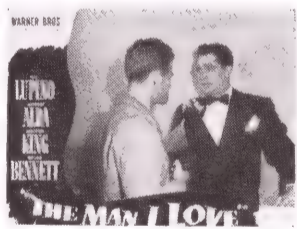
COLORED 22 x 28's



INSERT CARD



COLORED  
11 x 14's  
SET OF 8



SLIDE

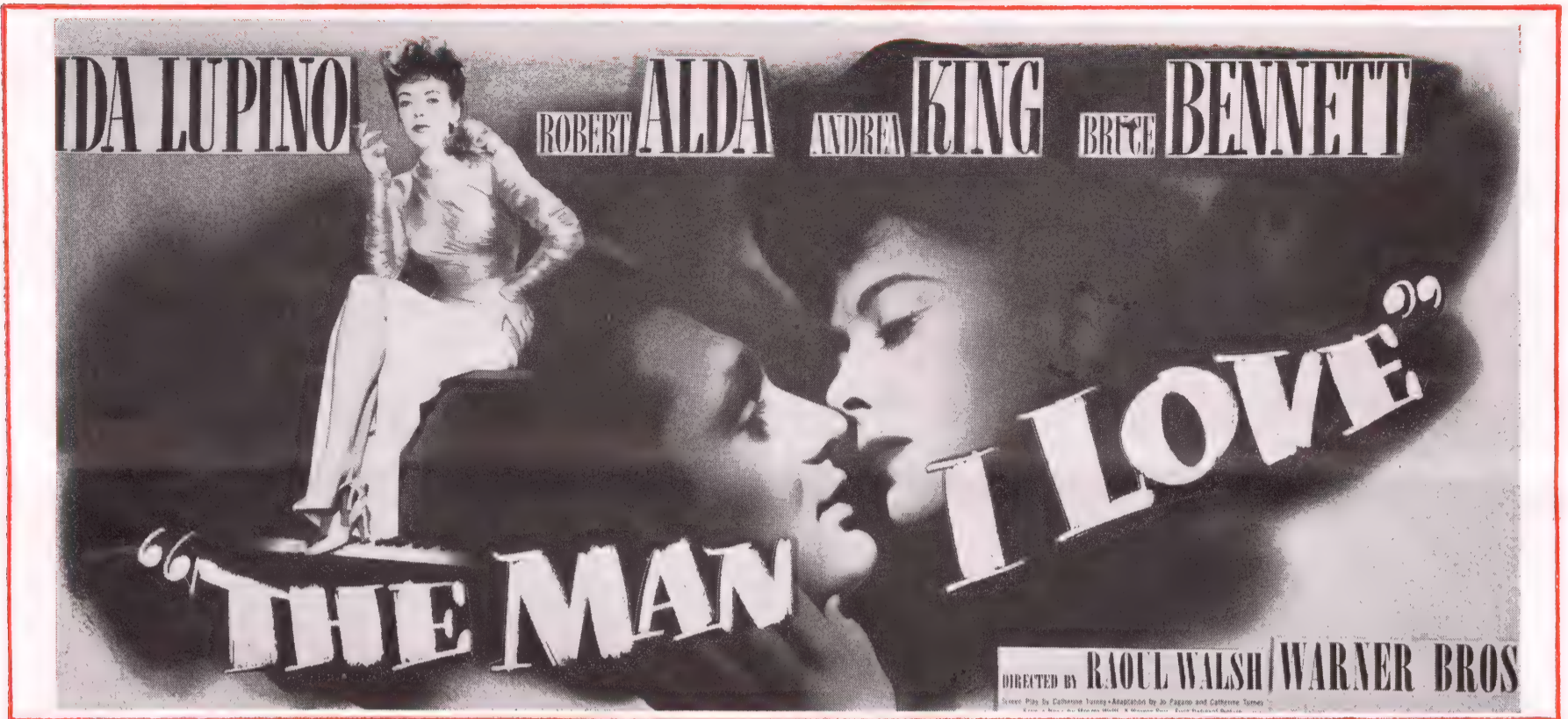
## 2 FULL COLOR WINDOW CARDS



REGULAR



MIDGET



24-SHEET



6-SHEET



3-SHEET



1-SHEET

Order  
 all Warner Acces-  
 sories from your  
 local National  
 Screen Service  
 Exchange.



# ADVERTISING SECTION

"There ought to be a law

**AGAINST  
KNOWING  
THE THINGS  
I FOUND OUT  
ABOUT  
MEN!"**

THE MORE  
YOU KNOW  
ABOUT LOVE...  
THE MORE  
YOU'LL LOVE  
THIS PICTURE!

IDA LUPINO · ROBERT ALDA  
ANDREA KING · BRUCE BENNETT  
"The Man I Love"

WARNER HIT

*Some of the songs she sings!*  
"The Man I Love" "Just My Bill"  
"Why Was I Born" "Body and Soul"

Directed by: RAOUL WALSH SCREEN PLAY BY CATHERINE TURNEY • ADAPTATION BY JO PAGANO AND CATHERINE TURNEY • FROM A NOVEL BY MARITTA WOLFF

Mat 402—4 Columns x 11 Inches (620 Lines)

(For this ad in 3 column size, see page 5A)

“What I Know  
could hang  
a lot of  
people...

INCLUDING  
ME!”

THE SONGS AND  
ALL THE SECRETS  
OF THE HOTTEST  
SINGER THE NIGHT  
CLUBS EVER KNEW!

IDA LUPINO  
ROBERT ALDA  
ANDREA KING  
BRUCE BENNETT

“THE MAN  
I LOVE”

WARNER HIT

hear her  
sing 'em!  
'Why Was I Born'  
'Just My Bill'  
'If I Could  
Be With You'  
'Body and Soul'  
'The Man I Love'  
and more!

Directed by RAOUL WALSH SCREEN PLAY BY CATHERINE TURNEY • ADAPTATION BY  
JO PAGANO AND CATHERINE TURNEY • FROM A NOVEL BY MARITTA WOLFF

Mat 306—3 Columns x 11 Inches (462 Lines)

*She sang a song*

...AND EVERY YEARNING WOMAN'S HEART IS IN IT!



SOME DAY HE'LL COME ALONG  
 ♪ THE MAN I LOVE... ♪  
 AND HE'LL BE BIG AND STRONG  
 THE MAN I LOVE...

THE MORE YOU KNOW ABOUT LOVE  
 THE MORE YOU'LL LOVE  
 THIS PICTURE!

THE COPS ALL  
 CALLED HIM BAD-  
 BUT HE WAS  
 GOOD FOR HER!

IDA LUPINO

ROBERT ALDA

ANDREA KING

BRUCE BENNETT

IN THE WARNER HIT

"THE MAN I LOVE"



*Hear her singin'!*  
 'The Man I Love' 'Just My Bill'  
 'Why Was I Born' 'Body and Soul'



Directed by RAOUL WALSH

SCREEN PLAY BY CATHERINE TURNEY • ADAPTATION BY JO PAGANO  
 AND CATHERINE TURNEY • FROM A NOVEL BY MARITTA WOLFF

Mat 307—3 Columns x 12¾ Inches (540 Lines)

(For this ad in 2 column size, see page 9A)

# "THE MAN I LOVE"

*is a picture you'll love!!!*

**SHE HAD A SONG ON HER LIPS AND  
A MAN ON HER MIND**



*SOME DAY HE'LL COME ALONG  
THE MAN I LOVE...  
AND HE'LL BE BIG  
AND STRONG...  
THE MAN I LOVE...*



**THE COPS ALL  
CALLED HIM BAD-  
BUT HE WAS  
GOOD FOR HER!**

**IDA LUPINO  
ROBERT ALDA · ANDREA KING  
BRUCE BENNETT**



IN THE WARNER HIT

## "THE MAN I LOVE"

Directed by **RAOUL WALSH**

SCREEN PLAY BY CATHERINE TURNEY  
• ADAPTATION BY JO PAGANO AND CATHERINE TURNEY  
FROM A NOVEL BY MARITTA WOLFF

*Hear her singin'!*  
'The Man I Love' 'Just My Bill'  
'Why Was I Born' 'Body and Soul'

Mat 304—3 Columns x 10 Inches (420 Lines)

(For this ad in 2 column size, see page 8A)

**IDA LUPINO  
ROBERT ALDA  
ANDREA KING  
BRUCE BENNETT**

*in WARNERS'*  
**"THE MAN  
I LOVE"**

Directed by **RAOUL WALSH** SCREEN PLAY BY CATHERINE TURNEY • ADAPTATION BY JO PAGANO AND CATHERINE TURNEY • FROM A NOVEL BY MARITTA WOLFF

Mat 201—2 Columns x 1 1/4 Inches (38 Lines)

*"There ought to be a law*

**AGAINST KNOWING THE THINGS I FOUND OUT ABOUT MEN!"**

**IDA LUPINO · ROBERT ALDA  
ANDREA KING · BRUCE BENNETT**

**"The Man I Love"**

**WARNER HIT**

*Some of the songs she sings!*  
 'The Man I Love' 'Just My Bill'  
 'Why Was I Born' 'Body and Soul'

**THE MORE YOU KNOW ABOUT LOVE... THE MORE YOU'LL LOVE THIS PICTURE!**

Directed by **RAOUL WALSH** SCREEN PLAY BY CATHERINE TURNER · ADAPTATION BY JO PAGANO AND CATHERINE TURNER · FROM A NOVEL BY MARITTA WOLFF

Mat 302—3 Columns x 8¼ Inches (342 Lines)

**(For this ad in 4 column size, see page 1A)**

*She sang the way she loved—*

**WITH EVERYTHING SHE HAD!**

**STARRING**  
**IDA LUPINO  
ROBERT ALDA  
ANDREA KING  
BRUCE BENNETT**

**in WARNERS'**  
**"THE MAN I LOVE"**

Directed by **RAOUL WALSH**

SCREEN PLAY BY CATHERINE TURNER · ADAPTATION BY JO PAGANO AND CATHERINE TURNER FROM A NOVEL BY MARITTA WOLFF

Mat 205—2 Columns x 2½ Inches (68 Lines)

**SHE LOVED ALL THE WRONG GUYS**

*...then the right one came along!*

**IDA LUPINO  
ROBERT ALDA  
ANDREA KING  
BRUCE BENNETT**

**SHE SANG THE WAY SHE LOVED... WITH EVERYTHING SHE HAD!**

**"THE MAN I LOVE"**

*Hear her singin'!*  
'The Man I Love' 'Just My Bill'  
'Why Was I Born' 'Body and Soul'

WARNER HIT Directed by **RAOUL WALSH**

SCREEN PLAY BY CATHERINE TURNEY • ADAPTATION BY JO PAGANO AND CATHERINE TURNEY • FROM A NOVEL BY MARITTA WOLFF

Mat 303—3 Columns x 8¼ Inches (345 Lines)

(For this ad in 2 column size, see page 9A)

*She Sang the way she loved*  
**WITH EVERYTHING SHE HAD!**

*SOME DAY HE'LL COME ALONG  
THE MAN I LOVE...  
AND HE'LL BE BIG AND STRONG*

**IDA LUPINO  
ROBERT ALDA  
ANDREA KING  
BRUCE BENNETT**

IN THE WARNER HIT  
**"THE MAN I LOVE"**

*Hear her singin'!*  
'The Man I Love' 'Just My Bill'  
'Why Was I Born' 'Body and Soul'

Directed by **RAOUL WALSH**  
SCREEN PLAY BY CATHERINE TURNEY  
ADAPTATION BY JO PAGANO  
AND CATHERINE TURNEY  
FROM A NOVEL BY MARITTA WOLFF

Mat 103

1 Column x 7½ Inches (106 Lines)

2 ADS ON ONE MAT

**IDA LUPINO  
ROBERT ALDA  
ANDREA KING  
BRUCE BENNETT**

WARNERS'  
**"THE MAN I LOVE"**

Directed by **RAOUL WALSH**  
SCREEN PLAY BY CATHERINE TURNEY ADAPTATION  
BY JO PAGANO AND CATHERINE TURNEY  
FROM A NOVEL BY MARITTA WOLFF

Mat 101

**IDA LUPINO  
ROBERT ALDA  
ANDREA KING  
BRUCE BENNETT**

in WARNERS'  
**"THE MAN I LOVE"**

Directed by **RAOUL WALSH**  
SCREEN PLAY BY CATHERINE TURNEY • ADAPTATION BY JO PAGANO  
AND CATHERINE TURNEY • FROM A NOVEL BY MARITTA WOLFF

**"Jobs and Men  
I'VE TAKEN 'EM  
WHERE I FOUND 'EM...  
Good and Bad!"**

THE SONGS AND  
ALL THE SECRETS  
OF THE HOTTEST  
SINGER THE NIGHT  
CLUBS EVER KNEW!

**IDA LUPINO  
ROBERT ALDA  
ANDREA KING  
BRUCE BENNETT**



**"THE MAN I LOVE"**

**WARNER HIT**

Directed by **RAOUL WALSH**

SCREEN PLAY BY CATHERINE TURNEY • ADAPTATION BY  
JO PAGANO AND CATHERINE TURNEY • FROM A NOVEL BY MARITTA WOLFF



**Hear her  
singin'**  
'Why Was I Born'  
'Just My Bill'  
'If I Could Be With You'  
'Body and Soul'  
'The Man I Love'  
... and more!

Mat 305—3 Columns x 10 Inches (426 Lines)

**(For this ad in 2 column size, see page 10A)**

*She  
sang  
the  
way  
she  
loved...*



**WITH  
EVERYTHING  
SHE  
HAD!**



SOME DAY HE'LL COME ALONG  
THE MAN I LOVE...  
AND HE'LL BE BIG AND STRONG  
THE MAN I LOVE

**IDA LUPINO  
ROBERT ALDA  
ANDREA KING  
BRUCE BENNETT**

IN THE WARNER HIT

**"The Man  
I Love"**

Directed by  
**RAOUL WALSH**

SCREEN PLAY  
BY CATHERINE TURNEY  
ADAPTATION BY JO PAGANO  
AND CATHERINE TURNEY FROM A NOVEL BY MARITTA WOLFF

*Hear her  
singin'!*  
'The Man I Love'  
'Just My Bill'  
'Why Was I Born'  
'Body and Soul'

Mat 105

1 Column x 10 1/4 Inches (144 Lines)

She had a song on her lips and a man on her mind...



SOME DAY HE'LL COME ALONG  
THE MAN I LOVE...  
AND HE'LL BE BIG AND STRONG  
THE MAN I LOVE...

The more you know about love, the more you'll love this picture!

IDA LUPINO  
ROBERT ALDA  
ANDREA KING  
BRUCE BENNETT



IN WARNERS' **"THE MAN I LOVE"**

Hear her singin'!  
'The Man I Love'  
'Just My Bill'  
'Why Was I Born'  
'Body and Soul'

Directed by **RAOUL WALSH**  
SCREEN PLAY BY CATHERINE TURNEY  
ADAPTATION BY JO PAGANO  
AND CATHERINE TURNEY  
FROM A NOVEL BY MARITTA WOLFF



Mat 212—2 Columns x 12¾ Inches (362 Lines)

**"THE MAN I LOVE"**  
is a picture you'll love!!!

SHE HAD A SONG ON HER LIPS AND A MAN ON HER MIND



SOME DAY HE'LL COME ALONG  
THE MAN I LOVE...  
AND HE'LL BE BIG  
AND STRONG...  
THE MAN I LOVE

THE COPS ALL CALLED HIM BAD—  
BUT HE WAS GOOD FOR HER!

IDA LUPINO  
ROBERT ALDA · ANDREA KING  
BRUCE BENNETT

IN THE WARNER HIT

**"THE MAN I LOVE"**

Directed by **RAOUL WALSH**  
SCREEN PLAY BY CATHERINE TURNEY  
ADAPTATION BY JO PAGANO AND CATHERINE TURNEY  
FROM A NOVEL BY MARITTA WOLFF

Hear her singin'!  
'The Man I Love' 'Just My Bill'  
'Why Was I Born' 'Body and Soul'

Mat 208—2 Columns x 6¾ Inches (188 Lines)

(For this ad in 3 column size, see page 4A)

The Songs and all the Secrets



OF THE HOTTEST SINGER THE NIGHT CLUBS EVER KNEW!

IDA LUPINO  
ROBERT ALDA  
ANDREA KING  
BRUCE BENNETT

IN WARNERS' **"THE MAN I LOVE"**

Directed by **RAOUL WALSH**  
SCREEN PLAY BY CATHERINE TURNEY  
ADAPTATION BY JO PAGANO AND CATHERINE TURNEY  
FROM A NOVEL BY MARITTA WOLFF

Mat 102

1 Column x 3¾ Inches (51 Lines)



*She sang a song*

...AND EVERY YEARNING WOMAN'S HEART IS IN IT!

SOME DAY HE'LL COME ALONG  
 THE MAN I LOVE...  
 AND HE'LL BE BIG AND STRONG  
 THE MAN I LOVE...

THE MORE YOU KNOW ABOUT LOVE  
 THE MORE YOU'LL LOVE  
 THIS PICTURE!

THE COPS ALL  
 CALLED HIM BAD-  
 BUT HE WAS  
 GOOD FOR HER!

**IDA LUPINO** **ROBERT ALDA**  
**ANDREA KING** **BRUCE BENNETT**

IN THE WARNER HIT  
**"THE MAN I LOVE"**

Hear her singin'!  
 'The Man I Love' 'Just My Bill'  
 'Why Was I Born' 'Body and Soul'

Directed by **RAOUL WALSH**  
 SCREEN PLAY BY CATHERINE TURNEY • ADAPTATION BY JO PAGANO  
 AND CATHERINE TURNEY • FROM A NOVEL BY MARITTA WOLFF

Mat 211—2 Columns x 8½ Inches (238 Lines)

(For this ad in 3 column size, see page 3A)

→  
 (For this ad in  
 3 column size,  
 see page 6A)

*"There ought  
 to be a  
 law*



AGAINST KNOWING  
 THE THINGS  
 I FOUND OUT  
 ABOUT  
 MEN!"



**IDA LUPINO**  
**ROBERT ALDA**  
**ANDREA KING**  
**BRUCE BENNETT**

The songs  
 and all the  
 secrets of  
 the hottest singer  
 the night clubs  
 ever knew!

IN THE WARNER HIT  
**"THE MAN I LOVE"**



Directed by  
**RAOUL WALSH**

Hear her singin'!  
 'The Man I Love' 'Just My Bill'  
 'Why Was I Born' 'Body and Soul'



SCREEN PLAY BY CATHERINE TURNEY • ADAPTATION BY JO PAGANO AND CATHERINE TURNEY  
 FROM A NOVEL BY MARITTA WOLFF

Mat 209—2 Columns x 7½ Inches (210 Lines)

**SHE LOVED ALL THE WRONG GUYS**

...then the  
 right one  
 came along!

**IDA LUPINO**  
**ROBERT ALDA**  
**ANDREA KING**  
**BRUCE BENNETT**



SHE SANG THE WAY SHE LOVED... WITH EVERYTHING SHE HAD!  
**"THE MAN I LOVE"**

Hear her singin'!  
 'The Man I Love' 'Just My Bill'  
 'Why Was I Born' 'Body and Soul'

WARNER HIT Directed by **RAOUL WALSH**

SCREEN PLAY BY CATHERINE TURNEY • ADAPTATION BY JO PAGANO AND CATHERINE TURNEY • FROM A NOVEL BY MARITTA WOLFF

Mat 206—2 Columns x 5½ Inches (154 Lines)

*She sang the story*

*of her love*

SOME DAY  
HELL COME ALONG  
THE MAN I LOVE  
AND HE'LL BE  
BIG AND STRONG  
THE MAN I LOVE



*...and she'll leave it on your heart!*

THE COPS ALL CALLED HIM BAD— BUT HE WAS GOOD FOR HER!



Hear her singin'!  
'The Man I Love'  
'Just My Bill'  
'Why Was I Born'  
'Body and Soul'

**IDA LUPINO**  
**ROBERT ALDA**  
**ANDREA KING**  
**BRUCE BENNETT**

IN THE WARNER HIT

**"THE MAN I LOVE"**



Directed by **RAOUL WALSH** • SCREEN PLAY BY CATHERINE TURNEY  
ADAPTATION BY JO PAGANO  
FROM A NOVEL BY MARITTA WOLFF AND CATHERINE TURNEY

Mat 210—2 Columns x 8 1/4 Inches (223 Lines)

*She sang a song*

SOME DAY  
HELL COME ALONG  
THE MAN I LOVE

AND EVERY YEARNING WOMAN'S HEART IS IN IT!



**IDA LUPINO** • **ROBERT ALDA**  
**ANDREA KING** • **BRUCE BENNETT**



IN WARNERS'  
**"THE MAN I LOVE"**

Hear her singin'!  
'The Man I Love'  
'Just My Bill'  
'Why Was I Born'  
'Body and Soul'

Directed by **RAOUL WALSH**  
SCREEN PLAY BY CATHERINE TURNEY  
ADAPTATION BY JO PAGANO AND CATHERINE TURNEY  
FROM A NOVEL BY MARITTA WOLFF

Mat 104

1 Column x 9 Inches (124 Lines)

**"Jobs and Men**

I'VE TAKEN 'EM WHERE I FOUND 'EM...

**Good and Bad!"**



THE SONGS AND ALL THE SECRETS OF THE HOTTEST SINGER THE NIGHT CLUBS EVER KNEW!

**IDA LUPINO**  
**ROBERT ALDA**  
**ANDREA KING**  
**BRUCE BENNETT**

**"THE MAN I LOVE"**

WARNER HIT  
Directed by **RAOUL WALSH**  
SCREEN PLAY BY CATHERINE TURNEY • ADAPTATION BY JO PAGANO AND CATHERINE TURNEY • FROM A NOVEL BY MARITTA WOLFF



Hear her singin'!  
'Why Was I Born'  
'Just My Bill'  
'If I Could Be With You'  
'Body and Soul'  
'The Man I Love'  
... and more!

Mat 207—2 Columns x 6 3/4 Inches (190 Lines)

(For this ad in 3 column size, see page 7A)

Official Billing

WARNER BROS.

50%

Pictures, Inc. Presents

**IDA LUPINO—ROBERT ALDA**  
**ANDREA KING—BRUCE BENNETT**

100%

in

**"THE MAN I LOVE"**

100%

Directed by **Raoul Walsh**

25%

Screen Play by **Catherine Turney**  
Adaptation by **Jo Pagano and Catherine Turney**

3%

2%

From a Novel by **Maritta Wolff**

2%

Produced by **Arnold Albert**

25%

A Warner Bros.—First National Picture

5%

# TEASERS

WATCH  
DAY

Wednesday ←

NOTE:  
USE THESE SUBSTITUTE  
DAYS AS REQUIRED.

Thursday ←

←  
WATCH  
THEATRE

Mat 203—2 Columns x 2 1/4 Inches (66 Lines)

Mat 204  
2 Columns x 2 Inches  
(60 Lines)

NOTE:  
USE THESE  
SUBSTITUTE  
DAYS AS  
REQUIRED.

WEDNESDAY  
THURSDAY

↑  
WATCH  
THEATRE  
AND DAY

WATCH  
DAY

Wednesday ←

NOTE:  
USE THESE SUBSTITUTE  
DAYS AS REQUIRED.

Thursday ←

←  
WATCH  
THEATRE

Mat 202—2 Columns x 2 Inches (60 Lines)

## Latest Vitaphone Hits

**"MINSTREL DAYS"** . . . it's a tuneful treat! The minstrel show is back and it's never been as melodic and carefree. Great entertainment in a great tradition.

3102 . . . Featurette — 20 mins.

**"SO YOU THINK YOU'RE A NERVOUS WRECK"** . . . so you think you've laughed hard before? Wait until you see this one. This is one from the great Joe McDoake's series that they're all talking about.

3403 . . . Joe McDoake's Comedy — 10 mins.

**"RHAPSODY RABBIT"** . . . the incomparable cartoon series reaches a new high! Academy Award stuff!

2725 . . . Bugs Bunny Special — 7 mins.

**"MELODY OF YOUTH"** . . . Peter Merenblum's amazing aggregation of young musicians do it again! Music as you love it from the California Junior Symphony.

3602 . . . Melody Master Bands — 10 mins.

**"RUBBER RIVER"** . . . the saga of good neighbor Nicaragua's storied rubber regions. The fascinating story of rubber filmed in the dense jungles of Central America. Absorbing and fascinating!

3802 . . . Technicolor Adv. Special — 10 mins.

# RETOUCHED ART USED IN THIS CAMPAIGN AVAILABLE AS 8" x 10" STILLS

Order Stills by Number from Warner Bros.' Campaign  
Plan Editor, 321 West 44th St., New York 18, N. Y.



STILL 652—ART "A"



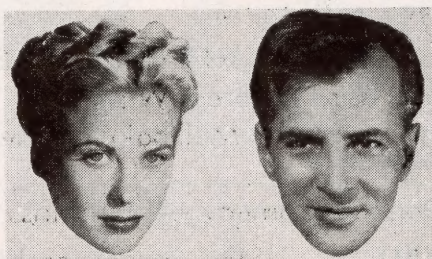
STILL 652—ART "D"



STILL 652—ART "B"



STILL 652—ART "E"



STILL 652—ART "F"



STILL 652—ART "C"



STILL 652—ART "G"

**Scanned from the United Artists collection at the  
Wisconsin Center for Film and Theater Research,  
with support from Matthew and Natalie Bernstein.**



**Wisconsin Center**  
for Film and Theater Research

<http://wcftr.commarts.wisc.edu>

**MEDIA**  
**HISTORY**  
DIGITAL LIBRARY 

[www.mediahistoryproject.org](http://www.mediahistoryproject.org)